

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



USDA Inside Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington D.C.
20250

Vol. 1

No. 11

January 19, 1979

INSIDE "INSIDE..."

This issue contains reminders for federal information folks on visual planning. Then we've included more on "A Better Way" ... a short report on radio spot news for '78...some people and job news...and details on conferences upcoming and past, among other things.

* * *

Effective with the New Year, USDA agencies thinking about "qualifying" audiovisual productions are required to fill out a pre-production Form 202 report to be submitted to the National Audiovisual Center (NAC). *Reserve*

ALL YOU WANT
TO KNOW ABOUT
AV PLANNING...

"Inside..." readers from USDA should remember the requirement applies to public information audiovisuals and audiovisuals used for training and education--produced in D.C. and in the field.

Claude Gifford, GPA, says a "qualifying" audiovisual generally is one which will have an expected life of a year or more, will likely cost \$1,500 or more to produce, and might have a use outside the agency.

BUT DIDN'T WANT
TO ASK...

Exemptions include such items as TV newsclips, public service spots, cartography, microfilm, and training material so unique that it is of use only to USDA.

The definition may not apply to everything, so if you've questions get in touch with Giff or one of the chiefs of GPA's visual divisions.

The NAC Form 202 must be submitted to NAC through the appropriate GPA visual division--films to Motion Picture, still photography to Photography, and art, graphics and exhibit materials to Design.

NAC will run a computerized title search and will report back on any similar AV treatments available in other departments. The USDA agency involved will be responsible for determining whether the proposed job will duplicate any already available.

When the proposed AV job is completed, a postproduction NAC Form 202 will need to be filed with NAC. If the Center decides it wants to carry the finished production in its inventory--thus making it available for outside use--USDA is required to furnish a copy to the Center for it to duplicate.

Postproduction evaluations are required on roughly 20 percent of the AV productions...preproduction evaluations are required on about 20 percent of "qualifying" educational and training audiovisuals.

Details of the requirements are in OMB Circular No. A-114. Procedures are outlined in new regulations soon to be issued by GPA. The NAC 202 forms are available in agency information offices. Those agencies without an information office can get forms from the GPA divisions.

* * *

James "Pat" Patrick, FmHA, retired Jan. 12 after many years in the federal service...the last 9 as a Farmers Home Administration information specialist.

Pat will return to his native North Carolina.

Replacing Pat is Joe O'Neill, who has been press secretary for Congressman Alvin Baldus of Wisconsin. Joe's previous jobs include program director at a Washington area radio station and radio newsletter work for a farm organization.

* * *

Another exchange of jobs will come about around Feb. 1 when Bob Dugan, head of GPA's public liaison unit, heads for retirement. Bob, who's spent most of his 16 years of D.C. work in USDA, started here as a speech writer for former Sec. Freeman. He's been in FmHA, at the White House, and with the House Appropriations Committee. Bob will be around for awhile, but he's building a home on a lake in Minnesota where he will spend summers...moving South for the winters.

Bob's replacement will be John Obert, recently press secretary and confidential assistant to Sen. McIntyre of New Hampshire. John and the Senator have finished a book, "The Power Builders," that's just about off the press.

John is no stranger to USDA--he was here for about 3 years in the '60s as Sec. Freeman's press secretary.

* * *

From Wisconsin University, Nellie McCannon notes an opening for a home economics radio position...to replace Norma Simpson who has gone with FAO in Lagos, Nigeria, and who is doing well, incidentally, though her arrival was delayed by a couple of bouts with surgery in her home town of Pocatello, Idaho.

Anyhow...interested applicants for the radio spot should write Nellie--Home Economics Editor, Department of Ag. Journalism, University of Wisconsin, 1270 Linden Dr., Madison 53706.

* * *

One final chapter about "A Better Way" should note that a new set is nearing actual construction. It will use the very original

RETIRED...
AND HIRED
IN FmHA

RETIRING...
AND HIRED
IN GPA

WISCONSIN'S
LOOKING...
PLUS SOME NEWS

colors of red, white, and blue...but in a rather pleasing way. White and blue will be on the set background, chairs likely will be blue, and the carpet red. A title logo with cutout letters will be used throughout the set.

Layne Beaty, Margaret Desatnik, Larry Quinn, and Don Elder are working with agency folks to come up with a new name for the show, but they're not convinced that "A Better Way" should not remain. Anyhow, there'll be plenty of advance warning, several weeks in fact, if the name is changed.

Helping GPA recently on a detail is Terry Walsh from AMS. She'll work on scripts and other efforts to keep an improved show continuous.

If you see the show...shoot ideas and comments to Larry or Layne.

* * *

Thanks to Bill Carpenter, North Carolina State, we now have a copy of "Let the People Know," a history of agricultural information activities and that Department at N.C. State. Bill is the author.

ONCE UPON A TIME
IN NORTH CAROLINA
In Bill's preface, he notes that the idea for departmental histories was mentioned by a meeting of heads, directors and assistant directors by the dean. That was in 1969. The request didn't stimulate much action. In 1975, each department received instructions to prepare a history as a Bicentennial project.

From the beginning, the idea was to let each new faculty member have a little time to look into the past...to be encouraged to find out what his predecessors had done.

Bill figures his department "may have started on April 16, 1879, at a meeting of the North Carolina Board of Agriculture when the state chemist was authorized to prepare and have published 5,000 copies...of an annual report..." If not then, Bill says, it began on Nov. 15, 1914, when the late Frank H. Jeter, Sr. began as the first agricultural editor.

We just received the booklet and with only a brief look, we think it might be quite interesting. Bill has sent one copy to each state ag-info. office (no doubt only the land-grant offices) but says he has additional copies available without charge. Write Bill at Box 5037, No. Carolina State, Raleigh 27607.

* * *

MO'S CONFERENCE
CONTENTS
Dick Lee and Delmar Hatesohl, Univ. of Mo., have sent us more about their upcoming comm. conference...March 21-22. Topics for discussion include: kind of information farmers say they need to succeed; communicating with farm women; writing titles, blurbs, and captions, using photos, large and small; Investigative Reporters and Editors, Inc.--what it is and offers; and a farm editor on his own in Russia. No doubt we'll hear more from Dick and Del later...like who's playing.

CANADIAN HAM
STILL ACTIVE

Ham Kenney, retired publications chief in Canada, sent us a 28-page brochure the other day about the Canadian Plan Service's recent 25th anniversary. It shows what Ham has been doing since retirement. He might share a copy with you if you'll write him at 131 Powell Ave., Ottawa, Ontario K152A2.

The brochure was released at the CPS Silver Jubilee Seminar on Dec. 13. Ham was the group's only 25-year member.

Enclosed in his packet was a copy of a banquet program...complete with limerick, written (we'll bet) by you-know-who:

U.S. DEPARTMENT OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
RECEIVED

JUL 28 1980

There once was a farmer named Mason
Who bathed once a week in a basin;
Till his wife lost her cool
"If we don't get a pool...
It's a life without _____ you're afacin'."

PROCUREMENT SECTION

(Sorry folks, you can fill in the blank yourselves.)

* * *

"Radio Spot News Service"...that's the handle Jim Johnson of GPA's Radio-Television Division uses to describe our daily recording service for reporting news to radio broadcasters.

In 1978, the service had 868 stories, 323 with actualities, and got called 12,544 times. Stories always are 1 minute or less.

GO AHEAD...
TOUCH THAT DIAL

The calls are paid for by the broadcasters or whoever makes them. In other words, although we've considered 800 lines, we have none...yet.

If you haven't tried the service, try calling these numbers for daily news (hook your tape recorder to the line):

(202) 488-8359; (202) 488-8358.

A special daily consumer news service also is available. Call (202) 488-1110 for it. Last year it had 375 stories, 243 with actualities, and 3,675 calls were received.

And...if you want to know about press releases issued on a specific day, call (202) 447-2545. You'll get a recorded summary there...maybe not of broadcast quality, but it'll tell you what's going on back here.

* * *

OR...TRY NEWS
FOR FARMERS

Of course, ESCS beats that. Ben Blankenship's shop has a toll-free service aimed at farmers. His shop got letters last month from more than 50 radio stations who also use the service, which receives around 2,000 (yep, 2,000) calls daily. The single message, 1-minute in length, is changed daily. Try it sometime at 800-424-7964...if you're located outside D.C. (You can't get access if you call from a D.C. exchange.)